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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|-----------------|-------------|----------------------|---------------------|------------------|
| 09/851,793 | 05/08/2001 | Bo-In Lin | LC &SJ-2k02 | 3313 |

7590 07/29/2004
Bo-In Lin
13445 Madoli Drive
Los Altos Hills, CA 94022

EXAMINER

YOUNG, JOHN L

ART UNIT PAPER NUMBER

3622

DATE MAILED: 07/29/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

09/851,793

Applicant(s)

LIN, BO-IN

Examiner

John L Young

Art Unit

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 08 May 2001.
- 2a) ☐ This action is FINAL. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-50 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-50 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

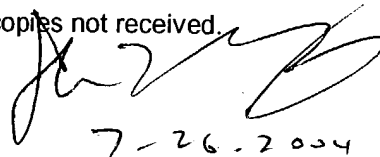
- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

JOHN LEONARD YOUNG, ESQ.
PRIMARY EXAMINER


7-26-2004

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

Art Unit: 3622

FIRST ACTION REJECTION

(Paper#7/26/2004)

DRAWINGS

1. This application has been filed with drawings that are considered informal; however, said drawings are acceptable for examination and publication purposes. The review process for drawings that are included with applications on filing has been modified in view of the new requirement to publish applications at eighteen months after the filing date of applications, or any priority date claimed under 35 U.S.C. §§119, 120, 121, or 365.

CLAIM OBJECTIONS

2. Please correct the typographical errors associated with the numerals indicating claims 1, 8, 15, 16, 17, 18, 41, 42, 43 & 44; said numerals should each be followed by a period --.--.

CLAIM REJECTIONS — 35 U.S.C. §103(a)

The following is a quotation of 35 U.S.C. §103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the

Art Unit: 3622

invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-50 are rejected under 35 U.S.C. §103(a) as being obvious over Mikurak US 6,671,818 class 714/4 (12/30/2003) (herein referred to as "Mikurak").

As per claim 1, Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67; and whole document) shows: "A network system

Art Unit: 3622

connected with an online goods and services provider (GSP) selling goods-or-services to an online customer through the network system, the network system further comprising an after-sales-service and customer care (ASCC) center for issuing an electronic ASCC voucher defining an ASCC program related to sales of said goods-or-services wherein said electronic ASCC vouchers are provided for transmitting over said network.”

Mikurak lacks an explicit recitation of “after-sales-service and customer care (ASCC) center” and “an electronic ASCC voucher. . . .”, even though Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67) implicitly shows same.

It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the

Art Unit: 3622

disclosure of Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67) implicitly shows “after-sales-service and customer care (ASCC) center” and “an electronic ASCC voucher. . . .” and it would have been obvious to modify and interpret the disclosure of Mikurak cited above as showing “after-sales-service and customer care (ASCC) center” and “an electronic ASCC voucher. . . .” because modification and interpretation of the cited disclosure of Mikurak would have provided “*customer satisfaction in service needs. . . .*” (see Mikurak (col. 76, ll. 19-25)), based on the motivation to modify Mikurak so as to provide an ongoing way “*to perform commercial transactions that involve order entry systems would allow an online system to sell goods and services to computer users.*” (See Mikurak (col. 1, ll. 107, ll. 27-39)).

As per claims 2-7, Mikurak shows the system of claim 1 and subsequent

Art Unit: 3622

base claims depending from claim 1.

Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67; and whole document) implicitly shows the elements and limitations of claims 2-7.

Mikurak lacks explicit recitation of some of the elements of claims 2-7, even though Mikurak implicitly shows same.

It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of Mikurak cited above implicitly shows the elements and limitations of claims 2-7 and it would have been obvious to modify and interpret the disclosure of Mikurak cited above as showing the limitations of claims 2-7 because modification and interpretation of the cited disclosure of Mikurak would have provided "*customer satisfaction in service needs. . . .*" (see Mikurak (col. 76, ll. 19-25)), based on the motivation to modify

Art Unit: 3622

Mikurak so as to provide an ongoing way *"to perform commercial transactions that involve order entry systems would allow an online system to sell goods and services to computer users."* (See Mikurak (col. 1, ll. 107, ll. 27-39)).

Independent claim 8 is rejected for substantially the same reasons as independent claim 1.

Dependent claims 9-14 are rejected for substantially the same reasons as dependent claims 2-7.

Independent claim 15 is rejected for substantially the same reasons as independent claim 1.

As per claims 16-21, Mikurak shows the system of claim 15 and subsequent base claims depending from claim 15.

Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4,

Art Unit: 3622

ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67; and whole document) implicitly shows the elements and limitations of claims 16-21.

Mikurak lacks explicit recitation of some of the elements of claims 16-21, even though Mikurak implicitly shows same.

It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of Mikurak cited above implicitly shows the elements and limitations of claims 16-21 and it would have been obvious to modify and interpret the disclosure of Mikurak cited above as showing the limitations of claims 16-21 because modification and interpretation of the cited disclosure of Mikurak would have provided "*customer satisfaction in service needs. . . .*" (see Mikurak (col. 76, ll. 19-25)), based on the motivation to modify Mikurak so as to provide an ongoing way "*to perform commercial transactions that involve order entry systems would allow an online system to sell goods and services to computer users.*" (See Mikurak (col. 1, ll. 107, ll. 27-39)).

Dependent claims 18-21 are rejected for substantially the same reasons as dependent claims 10-13.

Art Unit: 3622

As per claim 22, Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67; and whole document) implicitly shows the elements and limitations of claim 22.

Mikurak lacks an explicit recitation of some of the “after-sales-service and customer care (ASCC) center” and “an electronic ASCC voucher. . . .” elements and limitations of claim 22, even though Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67;

Art Unit: 3622

col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67) implicitly shows same.

It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67) implicitly shows all of the elements and limitations of claim 22, and it would have been obvious to modify and interpret the disclosure of Mikurak cited above as showing “after-sales-service and customer care (ASCC) center” and “an electronic ASCC voucher. . . .” because modification and interpretation of the cited disclosure of Mikurak would have provided “*customer satisfaction in service needs. . . .*” (see Mikurak (col. 76, ll. 19-25)), based on the motivation to

Art Unit: 3622

modify Mikurak so as to provide an ongoing way *"to perform commercial transactions that involve order entry systems would allow an online system to sell goods and services to computer users."* (See Mikurak (col. 1, ll. 107, ll. 27-39)).

As per claims 23-26, Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67; and whole document) implicitly shows independent claims 1, 8, 15 & 22.

Mikurak (FIG. 12; FIG. 133, el. 13304; and col. 6, ll. 50-65) discloses "a wireless system."

Mikurak lacks explicit recitation of the "wireless system" recited in claims 23-26.

"Official Notice" is taken that both the concepts and the advantages of the elements and limitations of the "wireless system" as claimed in claims 23-26 were

Art Unit: 3622

well known and expected in the art by one of ordinary skill at the time of the invention because such concepts and the advantages would have provided means for an ongoing way *"to perform commercial transactions that involve order entry systems would allow an online system to sell goods and services to computer users."* (See Mikurak (col. 1, ll. 107, ll. 27-39)).

Claims 27-33 are rejected for the same reasons as claims 1-7 respectively.

Claims 34-40 are rejected for the same reasons as claims 8-14 respectively.

Claims 41-47 are rejected for substantially the same reasons as claims 15-21 respectively.

Independent claim 48 is rejected for substantially the same reasons as independent claim 22.

As per claim 49, Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100;

Art Unit: 3622

FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67; and whole document) shows: "A method for carrying out an online electronic commerce comprising a step of: transmitting an electronic voucher over a network system for defining and rewarding an after-sales service and customer care (ASCC) activity related to said electronic commerce."

Mikurak lacks an explicit recitation of "defining and rewarding. . .", even though Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67) implicitly shows incentive reward programs.

It would have been obvious at the time the invention was made to a person having ordinary skill in the art that the disclosure of It would have been obvious at

Art Unit: 3622

the time the invention was made to a person having ordinary skill in the art that the disclosure of Mikurak (FIG. 118; FIG. 2; FIG. 5; FIG. 13; FIG. 3; FIG. 4; FIG. 6; through FIG. 11; FIG. 12; FIG. 15; FIG. 16; FIG. 17; FIG. 19; FIG. 21; FIG. 23; FIG. 25; FIG. 26; FIG. 50; FIG. 53; FIG. 54; FIG. 55; FIG. 56; FIG. 57; FIG. 58; FIG. 60; FIG. 61; FIG. 62; FIG. 63; FIG. 64; FIG. 65; FIG. 66 through FIG. 73; FIG. 74; FIG. 75; FIG. 76; FIG. 90; through FIG. 97; FIG. 100; FIG. 106 through FIG. 110; FIG. 115; FIG. 120 through FIG. 122; col. 3, ll. 5-67; col. 4, ll. 1-67; col. 5, ll. 1-67; col. 6, ll. 1-67; col. 7, ll. 1-67; col. 8, ll. 1-67; col. 9, ll. 1-25; col. 76, ll. 19-25; col. 77, ll. 43-67; col. 78, ll. 1-5; col. 158, ll. 8-20; col. 158, ll. 29-67; col. 159, ll. 1-67; col. 217, ll. 39-46; col. 218, ll. 1-67; col. 224, ll. 18-30; col. 225, ll. 1-67) implicitly shows "defining and rewarding. . . ." and it would have been obvious to modify and interpret the disclosure of Mikurak cited above as showing "defining and rewarding" because modification and interpretation of the cited disclosure of Mikurak would have provided "*customer satisfaction in service needs. . . .*" (see Mikurak (col. 76, ll. 19-25)), based on the motivation to modify Mikurak so as to provide an ongoing way "*to perform commercial transactions that involve order entry systems would allow an online system to sell goods and services to computer users.*" (See Mikurak (col. 1, ll. 107, ll. 27-39)).

Dependent claim 50 is rejected for substantially the same reasons as claim 49.

Serial Number: 09/851,793 (Lin)

14

Art Unit: 3622

CONCLUSION

4. Any response to this action should be mailed to:

Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Any response to this action may be sent via facsimile to either:

(703)305-7687 (for formal communications EXPEDITED PROCEDURE) or

(703) 305-7687 (for formal communications marked AFTER-FINAL) or

(703) 746-7240 (for informal communications marked PROPOSED or DRAFT).

Hand delivered responses may be brought to:

Seventh Floor Receptionist
Crystal Park V
2451 Crystal Drive
Arlington, Virginia.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to John L. Young who may be reached via telephone at (703) 305-3801. The examiner can normally be reached Monday through Friday between 8:30 A.M. and 5:00 P.M.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber, may be reached at (703) 305-8469.

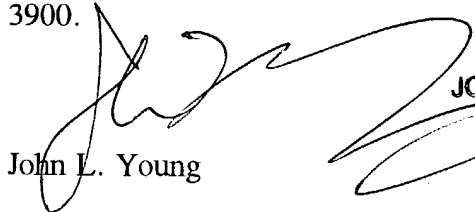
Serial Number: 09/851,793

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Art Unit: 3622

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the Group receptionist whose telephone number is (703) 305-3900.

John L. Young

Patent Examiner

JOHN LEONARD YOUNG, ESQ.
PRIMARY EXAMINER

July 26, 2004